

BIG FORD PLANT NEAR KEARNY, N. J.

Meadow Land Is Reclaimed
and Great Manufacturing
Plant Is Developed.

A great Ford plant has been developed as if by magic in the meadows near Kearny, N. J. The Passaic River along the site has been dredged to a depth of twenty-seven feet and the material from the river bottom has been used to fill in the vast acreage now used in turning out Ford cars.

On this site a most ambitious scheme in plant erection, even by the Ford Motor Company, is fast nearing completion. It is only a matter of three months since Gaston Plantiff, director of Ford affairs in the East, set plans in motion and already scores of acres are built upon, 1,800 men are at work and the production of Ford cars is now going ahead at the rate of 175 a day.

One of the great buildings, which is now used for main assembly, is 900 feet long. Situated alongside the docks it will eventually be devoted exclusively to the handling of export business. There are 1,500 feet of bulkhead completed. Ford lighters convey the boxed machines via a long ramp to the water.

There are three buildings devoted to body assembly, finishing and enamelling and running like the others on a twenty-four hour basis, which takes in three shifts of eight hours each. The temporary power plant now in use will be replaced in a few weeks by a permanent structure, giving ample power for all the projected buildings.

The site upon which the Ford Motor Company has launched this great manufacturing enterprise takes in 118 acres. Approximately in the center and at right angles to the big plant, now under full headway on the Passaic River, a still greater building is in course of construction. When finished it will be 1,000 feet long, 350 feet wide and four stories in height. This will mean the employment of thousands of more men and a corresponding increase in the production of the popular car. Eventually 800 Ford cars a day will be turned out of the Kearny plant.

Mr. Plantiff expects that as soon as all plants are finished manufacturing of the various units will take place on a scale sufficiently large to take care of both the domestic and foreign markets and the growing export demand. Until then most of the essentials will come from the West. At present 100 carloads a week of all materials necessary to produce Ford cars are arriving at the Kearny plant. On the basis of 175 cars a day enough materials are kept on hand to take care of a month's supply.

The stock carried is valued at \$2,250,000. The investment at present in site and buildings represents \$2,500,000, and when completed will run to the huge sum of \$7,000,000. There are two and a half miles of railroad track on the site.

The establishment of the great plant is of first consequence to the business community around New York and accounts of the wonderful employment facilities it offers and other commercial advantages. But to the man who makes his living from the sale of Ford automobiles it is all important, for it means that from now on he can go ahead and accept all the orders he likes with the certainty of filling them. To the great mass of Ford users it will be welcome news to know that they can get prompt delivery.

U. S. TIRES POPULAR ABROAD.

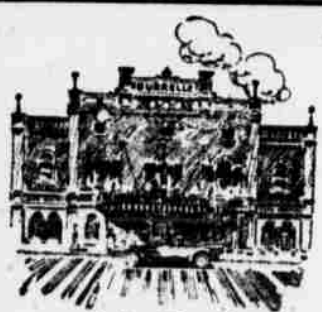
Some Interesting Reports of Performance at Hand.

American tires are keeping step in popularity in foreign lands with American automobiles. Last year the United States Tire Company sent its product to forty countries scattered throughout the world. The removal of shipping restrictions is expected to result in adding twenty-five or thirty countries to the list during the current year.

A few days ago an Iceland automobile dealer paid a visit to the New York office of the United States Tire Company and ordered full tire equipment for fifty cars.

Turning to the Southern Hemisphere it is noted that a recent issue of *La Nacion*, the leading newspaper of Santiago, Chile, carried a half page article telling of the wonderful performance of a Scripps-Booth car in a test run of 1,329 kilometers over the mountain roads of that country.

At the conclusion of the run the driver remarked: "I must mention that during the entire run from Concepcion to Combarbo, a distance of about 1,200 miles, we had only one puncture. The tires were United States Royal Cord and we think it our duty to speak of their quality."



"A Truly Wonderful Institution"

So said a man who knows, when speaking last year of the

Rebuilt Car Salon of Douglas C. Burrelle

And far more wonderful this year, for added efforts and past experience have combined to collect and offer for resale an even finer assortment of motor cars. Every car selected because of its excellent condition—refitted and refurnished and marked at a price to give dollar for dollar return.

ON DISPLAY NOW.

The latest American and foreign cars, all in exceptional condition and ready for the road.

Douglas C. Burrelle

Our Tire Department always keeps on hand a complete assortment of the well-known makes in standard sizes. Service in this case means dependable quality, good tires for your needs and the right price.

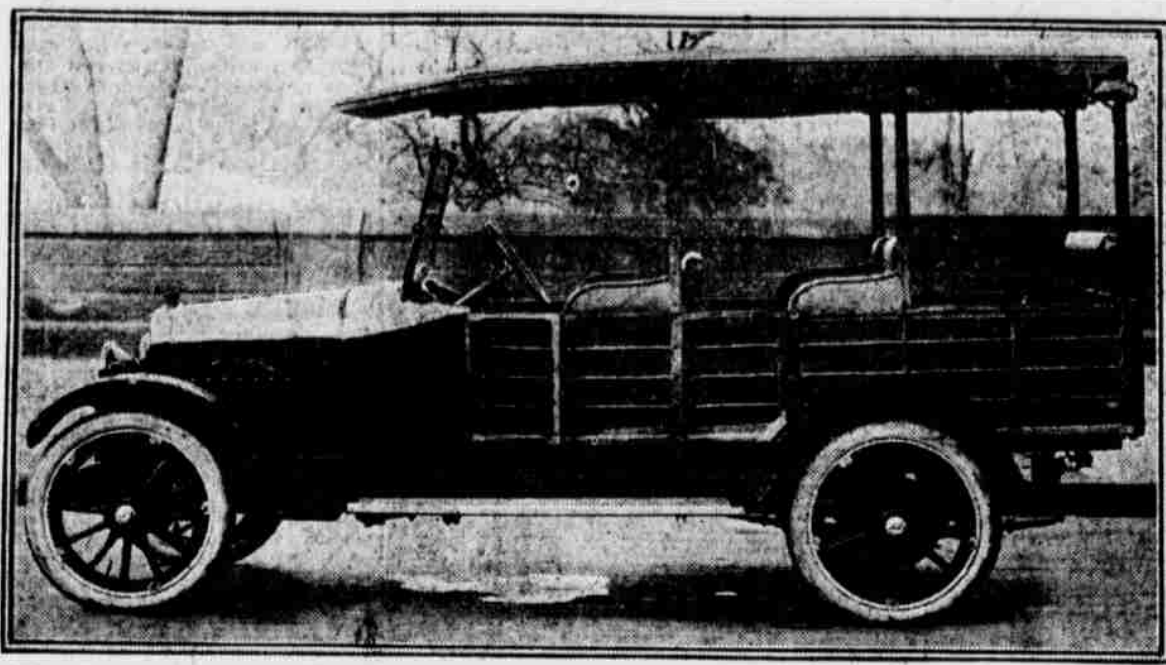
Telephone Circle 5252, 5253, 153

1680 Broadway

(Formerly Iceland)

(52nd and 53rd Sts.) N. Y.

Popular Maxwell "Suburban" Station Wagon.



"Our latest creation, the Maxwell 'Suburban' is meeting with unusual success," says Harry J. De Bear, manager of the New York branch of the Maxwell Motor Sales Corporation, at 1808 Broadway. The train that must be "made," rain or shine, the day in

OWNERS' SERVICE DEPARTMENT

Will you be kind enough to explain through your valuable column what the term ampere means?—HARRY T. HAZEN.

The ampere is the unit of current flow. It refers to the rate of flow of electricity that flows through the circuit. On the other hand the volt refers to pressure, correspondingly roughly to the pressure or head of water flowing through a pipe.

Please tell me what types of clutches are in general use at the present time? Is the leather faced cone clutch still the standard type?—FRANK MCGINNESS.

There are three types in general use, cone, plate and disk clutches. The cone clutch is no longer the predominating type. The disk clutch is used on more than half the models this year. Disk clutches are of two types, the dry disk and the disk running in oil.

I have been told that washing soda is the best means of cleaning out scale and other foreign matter from the cooling system of the car. I should think it would have a very bad effect on the rubber hose connections, but if not will you please tell me what proportion of soda to use for a water system with a capacity of five gallons?—OWEN.

Washing soda is excellent for this purpose and does no particular harm to the rubber connection for the short time it is kept in the system. Make a saturated solution; that is, dissolve as much of the soda as the water will take. Put it in the system, run the engine twenty minutes, let the soda water stand for forty minutes more, then drain and flush out with clear water.

Will you recommend a good body polish of the kind you squirt on from some kind of a gun and that takes off mud and dirt?—G. H. H.

There are a number of excellent preparations of this kind on the market, and we don't care to recommend specific

and day out duties that it is called upon to perform are never too much. That is why this car is being adopted by those who must have service.

"Not exceeding a total weight of 2,100 pounds, the 'Suburban' is designed to carry as many as nine persons in addition to hand bags and the like. Real comfortably upholstered seats running

across the body, doors on both sides, a well built and durable roof, and weatherproof storm curtains on all sides provide the desirable essentials of the practical station wagon. The same easy riding qualities and simplicity of operation found in the stock Maxwell passenger cars are naturally embodied in this new type."

How can I repair the running board of my Ford car, which seems to have weakened so that it hangs down a little and shakes when it is stepped on?—Harvey Noble.

A special brace is made for this part, which you can get from any accessory store at a cost of about \$3.

HUDSON USED CARS IN DEMAND. Harry Hought is Moving Big Stock Quickly.

Good used cars are always scarce even under ordinary conditions and this year they are particularly hard to find, as any one who has wandered up and down Automobile Row in search of a bargain on wheels will cheerfully admit.

For this reason the announcement by Harry S. Hought, president of the Hudson Motor Car Company of New York, that he has decided to slash his used car prices from 10 to 20 per cent, has attracted unusual attention not only from prospective buyers but the trade as well.

"The chief reason for the cut in prices is not any decrease in demand for cars," says Mr. Hought, "but because we have been compelled to vacate our used car showroom at 1525 Broadway before April 15. Between now and that date in order to prevent congestion and double or triple handling of cars we have decided on a price cut that will insure a quick reduction of our stock."

"This stock of used cars, which includes an attractive selection of open and closed rebuilt Hudson Super-Six cars, as well as a widely diversified lot of other standard makes, is now on view in the basement of 1842 Broadway, with an overflow exhibit in the new Hudson service station at 315 West Sixty-eighth street."

"The prices quoted on the cars are so low that local and out of town dealers are taking advantage of the sale to replenish their stocks of used cars."

These two States have a car for every eight persons living there.

How can I repair the running board of my Ford car, which seems to have weakened so that it hangs down a little and shakes when it is stepped on?—Harvey Noble.

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HOW U. S. EXPERTS TESTED ALL TIRES

Officer of the Motor Transport Corps Tells an Interesting Story.

Though perhaps every motorist realizes how sturdy the construction of serviceable automobile tires must be to withstand successfully all the varied strains to which they are subjected, it is only when one knows officially of the grueling tests which the Government applied in war time before approval that thorough appreciation of their remarkable resistance is possible.

We quote from a report of one of the officers of the Motor Transport Corps as to the nature of these tests:

"The road test was very severe, being over some of the worst roads in Maryland, with an exceptionally heavy load of merchandise.

"The chemical test was scientific, the tire being put into a tank of very strong acids and salts, and kept therein for forty-eight hours. After the chemical test it was put through what is known as the fire test. This simply means that the tire is put into an oven and baked, and the results showed whether or not the rubber was properly cured.

"The greatest test is the most interesting and the severest of them all. The tire is put on a spinwheel with an inner tube with a hundred pound air pressure and spun around on a sort of a cam shaft at a terrific rate of speed, hitting all kinds of broken metal and glass, tacks and nails, and in fact several sorts of sharp edges that would penetrate through the rubber and fabric.

"All the above experiments required a new pneumatic tire of each make for each test and the tires were bought at different points throughout the United States, so that the manufacturers would not get special made tires for tests."

An interesting sidelight, and one which is obviously of great satisfaction to its producers, is the fact that one

"Proud of it—glad I own one"—that's the feeling thousands of Premier owners have today.

Drop in and investigate.

KAUFMAN-STOWERS CO., Inc.

1776 Broadway

Call Circle 5695

Service Station: 534-38 W. 49th St.

Bronx Branch: 2468 Grand

Concourse

Fordham 5922

Don't you wish that all parts of your car were as quiet as the

HYATT

QUIET BEARINGS

of the newest type on the market, the Brunswick, held one of the highest averages in all of these rigorous tests, according to an official of the company.

PUT STETHOSCOPE ON CAR.

That's the Way Lexington Engineers Test Engines.

None of us could perhaps imagine the old doctor's stethoscope being used in any other way than upon our poor mortals, but Harry W. Gaston, president of the Lexington Motor Corporation of New York, is just back from a flying visit to the factory with the news that the company's enterprising engineers are now using this instrument to uncover engine weaknesses.

"This is apparently an entirely new use for the stethoscope," says Mr. Gaston, "and the Lexington company is the first to employ it, so far as I know, and with splendid results, too. Indeed, our engineers tell me that with its employment they have found the only means of accurately passing on the condition of an engine. No engine is allowed to leave the factory until it has been subjected to most exhaustive tests with the stethoscope."

"These tests are conducted in the 'silent room,' in the heart of the big plant in Connersville, Ind. This room is insulated to the point of being practically sound proof.

"With the ends of the stethoscope tubes in his ears the testing engineer goes over the motor with great care. Just as the doctor puts the person being examined through certain physical exercises, the motor is put through its various paces and speeds, the tester

meanwhile sounding it out with his instrument and detecting at once the slightest unusual sound in the motor.

"If the results of the examination are not absolutely satisfactory the tester diagnoses the trouble and recommends the remedy. This, in brief, shows why Lexington Minute Man Six cars are so reliable and therefore so popular."

Sandpaper Block.

For the car owner who does his own tire repairing a mighty handy tool is a block of wood about a foot long and three inches wide on which is firmly tacked a sheet of sandpaper. This is used for cleaning around cuts in the casing. Similarly smaller sticks with sandpaper wrapped around them are useful in cleaning around punctures in the tubes.

WARNS OF CAR SHORTAGE.

J. B. Hulett Again Urges Public to Buy.

J. B. Hulett of the Ready-Murray Motors Corporation, who visited the Chrysler factory last week, was not able to increase appreciably at this time shipments of cars to New York, and therefore warns the public that there will be a shortage of Chrysler Sixes very soon. He urges immediate buying to insure deliveries in time for springtime enjoyment of the car.

Although everything possible is being done at the factory to "catch up," it will be several weeks, he says, before it will be possible to ship cars in any large numbers. In the meantime local stocks are running low and the early buyer is the wise buyer.

FEDERAL DOUBLE CABLE BASE TIRES



Like Bolting Tire Firmly to Rim

ONE OF the many reasons why car owners prefer Federal tires is graphically shown above.

In the base of every Federal tire are four endless twisted steel cables of great tensile strength that securely clamp the tire's base to the rim.

This positively prevents play between the tire and rim, thus preventing rim wear and the ruinous damage often arising from this cause.

This adds materially to the life of Federal tires, but Federal tires can economize for you only when you use them on your car.

Begin economizing now. Buy Federal Tires.

NEW YORK WAREHOUSE
38-40 West 62nd St.

Traffic Tread Rugged Tread Extra Ply Fabric

New Mitchell Sixes

New Victory Model New in 100 Ways

The First Six To Meet New-Day Requirements

We have the new Mitchell Six—a wartime creation—with more than 100 important improvements. Not merely new in design, in finish, features and equipment, but new in nearly every standard.

It is the first car built in this class to meet the present-day requirements in economy, strength and endurance. The advances are sensational—

50% More Strength 25% More Economy
75% More Endurance 20% More Comfort

There has been no advance so revolutionary since the first Light Six was created.

It Was Necessary

The years have proved that the Light Six type in general has not been strong enough. This new car adds 50 per cent to the strength.

The new idea is a permanent car. Here 75 per cent has been added to endurance.

Men wanted lower operating cost. Here it is reduced 25 per cent by new inventions. Low-grade gasoline called for better vaporizing. Here it is accomplished in efficient ways.

Men wanted more enduring finish. They wanted better tops. They wanted more room, more comfort. This car meets those new ideas in a hundred novel ways.

Begun Two Years Ago

Two years ago the Mitchell factory decided on these new standards. They brought in many specialists to help. Some were experts in steel, some in steel treatments, some in fine workmanship, some in tests. One was a famous designer of bodies.

All these men have worked together for

Over 100 Improvements

It is impossible in this space to begin a description. Come and go over the car. See how nearly every part excels the old-time standards. It will change scores of your ideas.

When you have done that, mark the price at which this car is sold. Despite all these improvements, it undersells any car of like size, power and class.

You will see that it offers, beyond all question, the supreme value in this type. That fact is due to Mitchell factory efficiency. The entire car—motor, chassis and body—is built in that great plant under scientific methods. Come and judge the result for yourself.

\$1475 f. o. b. Factory

120-Inch Wheelbase. 40 Horsepower Motor. Three-Passenger Roadster, same price.

New-Type Touring Sedan, \$2,175.

MITCHELL MOTORS COMPANY, Inc.

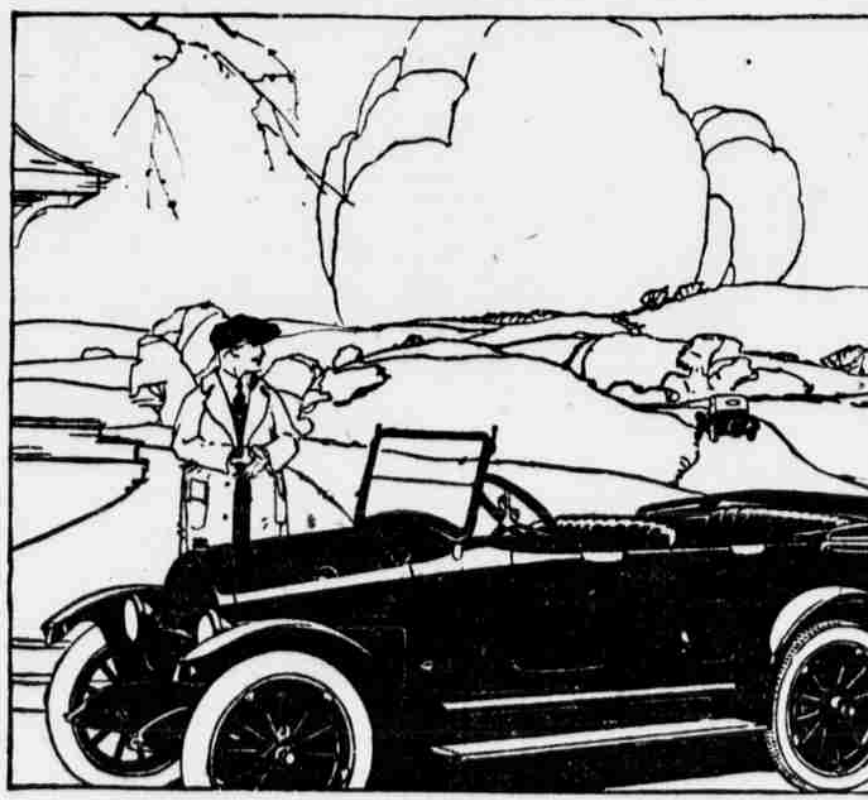
Racine, Wisconsin

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Giant Auto Sales Co. Columbus Circle, Facing South, New York City
1410 Bedford Ave.
TELEPHONE COL. 8000

NEWARK, N. J.
Foley Motor Car Co.
37 William St.

Overland



"The Call of the Road"

When you take the highway this spring you want a car that permits you to enjoy your outing. It must take the roads efficiently and with comfort, operate at low cost and inspire pride in its appearance. Model 90 is just such a car. The appreciation of 600,000 Overland owners has built up manufacturing methods that make possible the unusual value of Model 90 at its economical cost. Naturally, there is a tremendous demand for the Model 90 car this season.

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